

HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

Table 16: Top Authorized Buyers and Open Bidders, 2022

<i>Advertiser buying tools</i>			<i>Exchanges</i>		
<u>2022 U.S. AdX web activity</u>			<u>2022 U.S. Open Bidding web activity</u>		
Authorized Buyer	Spending (\$ million)	Impressions (billion)	Open Bidder	Spending (\$ million)	Impressions (billion)
	\$213.7	45.7		\$76.3	34.6
	\$61.4	19.6		\$70.5	26.4
	\$46.6	41.4		\$65.0	31.0
	\$28.6	8.2		\$51.8	29.0
	\$16.0	8.2		\$45.3	23.9
	\$8.8	3.8		\$44.2	24.5
	\$8.1	4.7		\$28.2	12.7
	\$7.1	1.6		\$25.4	14.4
	\$7.0	0.7		\$17.2	10.4
	\$6.8	1.9		\$13.6	5.1
	\$6.7	1.4		\$12.8	6.8
	\$6.4	4.6		\$11.5	4.3
	\$5.2	5.4		\$7.4	3.1
All Others	\$53.6	56.7		\$7.2	3.2
				\$5.2	2.7
			All Others	\$12.0	6.9

Sources: GOOG-AT-MDL-DATA-000066537 to -482007, GOOG-AT-MDL-DATA-000508827 to -58886, and GOOG-AT-MDL-DATA-000561536 to -4882 (AdX RFP 243 data)